Kellogg's® Nutri-Grain® Cereal Bars Blueberry

Enriched wheat flour cereal bars with whole oats. Filling made with real blueberry puree concentrate. These cereal bars are made with whole grains and no high fructose corn syrup, no artificial flavors, and no colors from artificial sources. They are 1 ounce equivalent of grain.

Date Printed: 11/19/2018

Product Type
Grab 'n Go Bars

Product Category

UPC Code
3800090819

Servings/Case
96 ct

Sizes
1.55 oz

Format
Single Serve

Gross Weight
10.97

Allergen Information
CONTAINS WHEAT, MILK AND SOY INGREDIENTS

Dietary Exchange Per Serving
2 Carbohydrates, 1/2 fat

Kosher Status
Kosher Dairy

Grain Ounce Equivalents
1

Shelf Life
240 days (8 months)

Country of Origin
Distributed in USA

Kellogg's®
Nutri-Grain®
Soft Baked Breakfast Bars
Blueberry

Nutrition Facts

Serving Size 1 Bar (44g)

Amount Per Serving	
Calories 160	Calories from Fat 35
	% Daily Value*
Total Fat 4g	**6%**
Saturated Fat 0.5g	**3%**
Trans Fat 0g	
Cholesterol 0mg	**0%**
Sodium 135mg	**6%**
Total Carbohydrate 30g	**10%**
Dietary Fiber 3g	**12%**
Sugars 14g	
Protein 2g	

Vitamin A	15%	• Vitamin C	0%
Calcium	20%	• Iron	10%
Thiamin	30%	• Riboflavin	30%
Niacin	30%	• Vitamin B_6	30%
Zinc	10%		

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat. Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

INGREDIENTS: WHOLE WHEAT FLOUR, INVERT SUGAR, CORN SYRUP, WHOLE GRAIN OATS, SOYBEAN OIL, ENRICHED FLOUR (WHEAT FLOUR, NIACIN, REDUCED IRON, VITAMIN B_1 [THIAMIN MONONITRATE], VITAMIN B_2 [RIBOFLAVIN], FOLIC ACID), SUGAR, VEGETABLE GLYCERIN, SOLUBLE CORN FIBER, BLUEBERRY PUREE CONCENTRATE, DEXTROSE, FRUCTOSE, CONTAINS 2% OR LESS OF CALCIUM CARBONATE, WHEY, WHEAT BRAN, SALT, NATURAL FLAVORS, MODIFIED CORN STARCH, CELLULOSE, SODIUM ALGINATE, POTASSIUM BICARBONATE, CITRIC ACID, MONO- AND DIGLYCERIDES, SODIUM CITRATE, CARROT JUICE CONCENTRATE FOR COLOR, METHYLCELLULOSE, SOY LECITHIN, DICALCIUM PHOSPHATE, MALIC ACID, WHEAT GLUTEN, NIACINAMIDE, CARRAGEENAN, VITAMIN A PALMITATE, ZINC OXIDE, REDUCED IRON, GUAR GUM, APPLE JUICE CONCENTRATE, VITAMIN B_6 (PYRIDOXINE HYDROCHLORIDE), VITAMIN B1 (THIAMIN HYDROCHLORIDE), VITAMIN B_2 (RIBOFLAVIN).

CONTAINS WHEAT, MILK AND SOY INGREDIENTS.

NLI#14866

August 13, 2018

TO: **Our Valued US Customer**

SUBJECT: **Grain Ounce Equivalencies of *Kellogg's*® Specialty Channels Products**

Thank you for your interest in using our US products as part of your National School Lunch and School Breakfast Programs. The attached table outlines the ounce equivalents (oz eq) of grain for a variety of our products according to the *Nutrition Standards in the National School Lunch and School Breakfast Programs* published by the US Department of Agriculture (USDA) in the Federal Register on January 26, 2012 and USDA Policy Memo SP 30-2012.

In the USDA Policy Memo SP 30-2012, *Grain Requirements for the National School Lunch Program and School Breakfast Program*, dated April 26, 2012, a product must either use the crediting equivalency of 16 grams of creditable (whole and/or enriched) grains per oz eq OR fulfill the weight requirement listed in Exhibit A: *School Lunch and Breakfast - Whole Grain-Rich Ounce Equivalency (Oz Eq) Requirements For School Meal Programs.*

All *Kellogg's*® brands listed in the attached table, with the exception of the Cereal Category, are eligible within the program, using the standard of 16 grams of creditable grains to equal 1 oz eq of grain. Ready-to-eat cereals and hot cereals must qualify based on the serving sizes outlined in Exhibit A.

- **CEREALS --** Under Group H Breakfast Cereals (Cooked) and Group I Ready-To-Eat Breakfast Cereal, 1 oz eq is equal to 1 ounce of cereal. *Because cereals must qualify based on their serving size, the amount of creditable grains is not detailed in the table that follows.*

I certify that the above information is true and correct, and that each *Kellogg's*® US product fulfills the grain ounce equivalents listed in the table that follows.

Julia M. Jursinic, MS
Sr. Director, Nutrition Labeling & Regulatory Compliance
Kellogg Company

Information presented in this letter applies to products intended for US consumers only

K-12 US Product Grain Oz Eq Guide Foodservice – August 2018

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
Kellogg's® Bowl Pack Cereal						
38000-00696	Kellogg's® All-Bran® Complete® Wheat Bran Flakes	0.75	96/0.88 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-78787	Kellogg's® Apple Jacks® for Schools	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-78786	Kellogg's® Cinnamon Flakes Multi-Grain for Schools	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-78788	Kellogg's® Froot Loops® for Schools	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-10992	Kellogg's Frosted Flakes® Multigrain Choco Zucaritas for Schools	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-54998	Kellogg's Frosted Flakes® Multi-Grain for Schools	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-04996	Kellogg's® Frosted Mini-Wheats® Bite Size	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-45861	Kellogg's® Mini-Wheats Little Bites® Chocolate	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-00896	Kellogg's Raisin Bran®	1.25	96/1.25 oz.	1 Bowl	1 oz = 1 oz eq grain	X
38000-78789	Kellogg's® Rice Krispies® made with Whole Grain Brown Rice	1	96/1 oz.	1 Bowl	1 oz = 1 oz eq grain	X
Kellogg's® Jump Starts™ Express Breakfast To Go Kits						
38000-51091	Kellogg's® Jump-Starts™ Express: Kellogg's Frosted Flakes® Multi-Grain for Schools, Keebler® 3ct Honey Grahams, Apple Juice	2	44 ct	1 Kit	N/A	X
38000-78792	Kellogg's® Jump-Starts™ Express: Kellogg's® Froot Loops® for Schools, Keebler® 3ct Honey Grahams, Apple Juice	2	44 ct	1 Kit	N/A	X
38000-78791	Kellogg's® Jump-Starts™ Express: Kellogg's® Apple Jacks® for Schools, Keebler® 3ct Honey Grahams, Apple Juice	2	44 ct	1 Kit	N/A	X

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
38000-18589	Kellogg's® Jump-Starts™ Express: Kellogg's® Nutri-Grain® Cereal Bar Strawberry for Schools, Keebler® Elf® Grahams Original, Apple Juice	2	44 ct	1 Kit	N/A	X
38000-19201	Kellogg's® Jump-Starts™ Express: Kellogg's® Crunchmania® Cinnamon Bun, Apple Juice	2	44 ct	1 Kit	N/A	X
38000-19203	Kellogg's® Jump-Starts™ Express: Pop-Tarts® Made With Whole Grain Frosted Cinnamon, Keebler® 3ct Honey Grahams, Apple Juice	2.25	44 ct	1 Kit	N/A	X
Kellogg's® Cereal Pouches						
38000-11469	Kellogg's® Apple Jacks® for Schools	1	96/1 oz.	1 Pouch	1 oz = 1 oz eq grain	X
38000-11467	Kellogg's® Froot Loops® for Schools	1	96/1 oz.	1 Pouch	1 oz = 1 oz eq grain	X
38000-11465	Kellogg's Frosted Flakes® Multigrain for Schools	1	96/1 oz.	1 Pouch	1 oz = 1 oz eq grain	X
38000-11460	Kellogg's® Cinnamon Flakes Multigrain for Schools	2	48/2 oz.	1 Pouch	1 oz = 1 oz eq grain	X
38000-12585	Kellogg's Frosted Flakes® Multigrain for Schools	2	48/2 oz.	1 Pouch	1 oz = 1 oz eq grain	X
38000-11458	Kellogg's® Low Fat Granola Crunchy Clusters	2	48/2 oz.	1 Pouch	1 oz = 1 oz eq grain	X
TBD	Kashi® Kids Berry Crumble: New for 2019-2020 School Year	1	1 oz.	1 Pouch	1 oz = 1 oz eq grain	X
TBD	Kashi® Kids Cocoa Crips: New for 2019-2020 School Year	1	1 oz.	1 Pouch	1 oz = 1 oz eq grain	X
TBD	Kashi® Kids Honey Cinnamon: New for 2019-2020 School Year	1	1 oz.	1 Pouch	1 oz = 1 oz eq grain	X
Kellogg's® Cereal-in-a-Cup						
In Assortment	Kellogg's® Frosted Mini-Wheats® Bite Size	2.5	2.5 oz.	1 Container	1 oz = 1 oz eq grain	X
In Assortment	Kellogg's® Low Fat Granola with Raisins	2.25	2.25 oz.	1 Container	1 oz = 1 oz eq grain	X
38000-12163	Kellogg's® Raisin Bran Crunch®	2.75	60/2.8 oz.	1 Container	1 oz = 1 oz eq grain	X
Kellogg's® Cereal Individual Box						
38000-21992	Kellogg's® Frosted Mini Wheats®	1.25	70/1.31 oz.	1 Package	1 oz = 1 oz eq grain	X

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
38000-22013	Kellogg's ® Low Fat Granola with Raisins	2	70/2.22 oz.	1 Package	1 oz = 1 oz eq grain	X
Kellogg's® Cereal Bulk Pack						
38000-49834	Kellogg's® Low Fat Granola Crunchy Clusters†	1.75	4/50 oz.	1/2 cup (52 g)	1 oz = 1 oz eq grain	X
38000-13791	Kellogg's® Low Fat Granola with Raisins†	2	4/50 oz.	2/3 cup (59 g)	1 oz = 1 oz eq grain	X
38000-25435	Kellogg's® Low Fat Granola without Raisins†	2	4/50 oz.	3/4 cup (60 g)	1 oz = 1 oz eq grain	X
†Per USDA Policy Memo SP 30-2012, our granola cereals can also be credited based on volume, **1/4 cup = 1 oz eq grain**.						
Kellogg's® Pop-Tarts® Toaster Pastries made with Whole Grain – Single Count						
38000-55122	Pop-Tarts® Made With Whole Grain Frosted Cinnamon	1.25	120/1.76 oz.	1 Pastry	21	X
38000-12070	Pop-Tarts® Made With Whole Grain Frosted Fudge	1.25	120/1.76 oz.	1 Pastry	21	X
38000-55130	Pop-Tarts® Made With Whole Grain Frosted Strawberry	1	120/1.76 oz.	1 Pastry	18	X
38000-17196	Pop-Tarts® Made With Whole Grain Frosted Blueberry	1	120/1.76 oz.	1 Pastry	18	X
Kellogg's® Pop-Tarts® Toaster Pastries made with Whole Grain – Two Count						
38000-55125	Pop-Tarts® Made With Whole Grain Frosted Cinnamon	2.5	72/3.53 oz.	2 Pastries	42	X
38000-12073	Pop-Tarts® Made With Whole Grain Frosted Fudge	2.5	72/3.53 oz.	2 Pastries	42	X
38000-55133	Pop-Tarts® Made With Whole Grain Frosted Strawberry	2.25	72/3.53 oz.	2 Pastries	36	X
38000-17199	Pop-Tarts® Made With Whole Grain Frosted Blueberry	2.25	72/3.53 oz.	2 Pastries	36	X
Kellogg's® Graham Snacks						
38000-24518	Kellogg's® Crunchmania® Bite-Size Cinnamon Bun Snacks	2	100/1.76 oz.	1 Pkg.	32	X
38000-24520	Kellogg's® Crunchmania® Bite-Size French Toast Snacks	2	100/1.76 oz.	1 Pkg.	32	X
30100-80741	Keebler® Gripz® Chocolate Chip Graham Bites	1	150/0.95 oz.	1 Pouch	16.2	X
30100-45682	Keebler® Gripz® Cinnamon Graham Bites	1	150/0.9 oz.	1 Pouch	16.1	X
Keebler® Character Grahams						

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
30100-40213	Keebler® Elf® Grahams Original	1	150/1 oz.	1 Pkg.	17	X
30100-40239	Keebler® Elf® Grahams Chocolate	1	150/1 oz.	1 Pkg.	17	X
30100-40221	Keebler® Elf® Grahams Cinnamon	1	150/1 oz.	1 Pkg.	17	X
30100-50689	Keebler® Scooby-Doo!™ Baked Cinnamon Graham Sticks	1	210/1 oz.	1 Pkg.	16	X
30100-55644	Keebler® Bug Bites® Cinnamon Graham Crackers	1	210/1 oz.	1 Pkg.	16	X
30100-12027	Keebler® Licensed Honey Grahams (Jurassic World)	1	210/1 oz.	1 Pkg.	17.9	X
Keebler® Grahams						
30100-91822	Keebler® Honey Grahams	1	150/3 ct.	1 Pkg.	16	X
30100-91829	Keebler® Original Grahams	1	150/3 ct.	1 Pkg.	16	X
30100-38406	Keebler® Honey Grahams	0.5	200/2 ct.	1 Pkg.	10	X
30100-30074	Keebler® Original Grahams	0.5	200/2 ct.	1 Pkg.	10	X
Kashi® Chewy Granola Bars						
18267-39747	Kashi® Chewy Granola Bar Trail Mix	0.75	72/1.2 oz.	1 Bar	13	X
18267-39749	Kashi® Chewy Granola Bar Honey Almond Flax	0.75	72/1.2 oz.	1 Bar	14	X
Kellogg's® Chewy Cereal Bars						
38000-91612	Cocoa Krispies® Chewy Cereal Bar Chocolate	1	96/1.34 oz.	1 Bar	16	X
38000-48396	Rice Krispies® Chewy Cereal Bar Apple Cinnamon	1	96/1.27 oz.	1 Bar	16-17	X
38000-54937	Rice Krispies® Chewy Cereal Bar Berry	1	96/1.27 oz.	1 Bar	16-17	X
Kellogg's® Nutri-Grain® Cereal Bars						
38000-59779	Nutri-Grain® Cereal Bar Apple Cinnamon	1	96/1.55 oz.	1 Bar	16	X
38000-90819	Nutri-Grain® Cereal Bar Blueberry	1	96/1.55 oz.	1 Bar	16	X
38000-59772	Nutri-Grain® Cereal Bar Strawberry	1	96/1.55 oz.	1 Bar	16	X
38000-35645	Nutri-Grain® Cereal Bar Apple Cinnamon	0.75	48/1.3 oz.	1 Bar	12.8	X
38000-35745	Nutri-Grain® Cereal Bar Blueberry	0.75	48/1.3 oz.	1 Bar	12.9	X
38000-35845	Nutri-Grain® Cereal Bar Raspberry	0.75	48/1.3 oz.	1 Bar	12.9	X
38000-35945	Nutri-Grain® Cereal Bar Strawberry	0.75	48/1.3 oz.	1 Bar	12.9	X

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
38000-12065	Nutri-Grain® Strawberry Greek Yogurt Bar	0.75	48/1.3 oz.	1 Bar	13	X
38000-05872	Nutri-Grain® Assortment	See individual product listings. Includes Apple Cinnamon, Blueberry and Strawberry.				
Cheez-It® Snack Crackers						
24100-10238	Cheez-It® Crackers Made With 9g Whole Grain Atomic Cheddar	1	175/0.75 oz.	1 Pouch	17	X
24100-79263	Cheez-It® Crackers Made With 9g Whole Grain	1	175/0.75 oz.	1 Pouch	18	X
24100-10480	Cheez-It® Crackers Made With 12g Whole Grain	1.5	60/1 oz.	1 Pouch	24	X
24100-10971	Cheez-It® Crackers Made With Whole Grain Bulk for Schools	1.5 1	4/48 oz.	29 Crackers (30g) 20 Crackers (21g)	26 18	X X
24100-11516	Cheez-It® Crackers Made With 16g Whole Grain: New for 2019-2020 School Year	2	36/1.4 oz.	1 Pouch	33	X
Keebler® Crackers						
30100-20150	Keebler® Animal Crackers	1	150/1 oz.	1 Pouch	18	X
Kellogg's® Rice Krispies Treats® Squares						
38000-11052	Kellogg's® Rice Krispies Treats® Bars Made With Whole Grain for Schools	1	80/1.41 oz.	1 Bar	17.8	X
38000-14567	Kellogg's® Rice Krispies Treats® Chocolatey Chip Bars Made With Whole Grain for Schools	1	80/1.59 oz.	1 Bar	17.8	X
38000-14540	Kellogg's® Rice Krispies Treats® Mini Bars Made With Whole Grain for Schools	0.25	600/0.42 oz.	1 Bar	5.3	X
38000-18461	Kellogg's® Cocoa Krispies Treats® Mini Bars Made With Whole Grain for Schools	0.25	600/0.39 oz.	1 Bar	4	X
Kellogg's® Eggo® Waffles and Pancakes						
38000-80693	Eggo® Bites Mini French Toast Original	2	72/3.03 oz.	1 Pouch	32.2	X
38000-80801	Eggo® Bites Mini French Toast Chocolate Chip	2	72/3.03 oz.	1 Pouch	32.4	X
38000-92313	Eggo® Bites Mini Waffles Cinnamon Flavored	2	72/2.64 oz.	1 Pouch	33.2	X
38000-92315	Eggo® Bites Mini Waffles Maple Flavored	2	72/2.64 oz.	1 Pouch	33.1	X

Case UPC	Product Name	Oz Eq Grain	Pack Size	Serving Size	Grams of Creditable Grains Per Serving	Meets USDA Whole Grain-Rich*
38000-92562	Eggo® Bites Mini Pancakes Maple Flavored	2	72/3.03 oz.	1 Pouch	32.8	X
38000-92560	Eggo® Bites Mini Pancakes Blueberry Flavored	2	72/3.03 oz.	1 Pouch	32.7	X
38000-18574	Eggo® Bites Mini Pancakes Confetti	2	72/3.03 oz.	1 Pouch	32.8	X
Zesta® Saltines						
30100-10088	Zesta® Saltine Mini Crackers Made With Whole Grain	0.5	300/0.39 oz.	1 Pouch	9.5	X

*To identify whole grain-rich products, schools can use the following two element test:
Element 1: The food must meet the oz eq requirements for the grains component defined in SP 30-2012.
Element 2: The food must meet at least one of the following:

a. The whole grains per oz eq must be ≥ 8 grams for Groups A-G.
b. The product includes the FDA-approved whole grain health claim on its packaging.
c. Product ingredient declaration lists whole grain first.

SP 30-2012 also requires that ready-to-eat (RTE) breakfast cereal list a whole grain as the primary ingredient. However, per SP 10-2012, when the whole grain content comes from multiple ingredients, documentation may be provided showing that the whole grains are the primary ingredient by weight even though a whole grain is not listed as the first ingredient. Please refer to USDA Policy Memos SP 10-2012 revised 8/3/15 and SP 30-2012 issued 4/26/12 for more information on the USDA Whole Grain-Rich criteria.

Kellogg Company, 2 Hamblin Ave. E., Battle Creek, MI 49016